

CANADIAN MOVING PICTURE DIGEST

Vol. 22, No. 8

TORONTO 2, CANADA

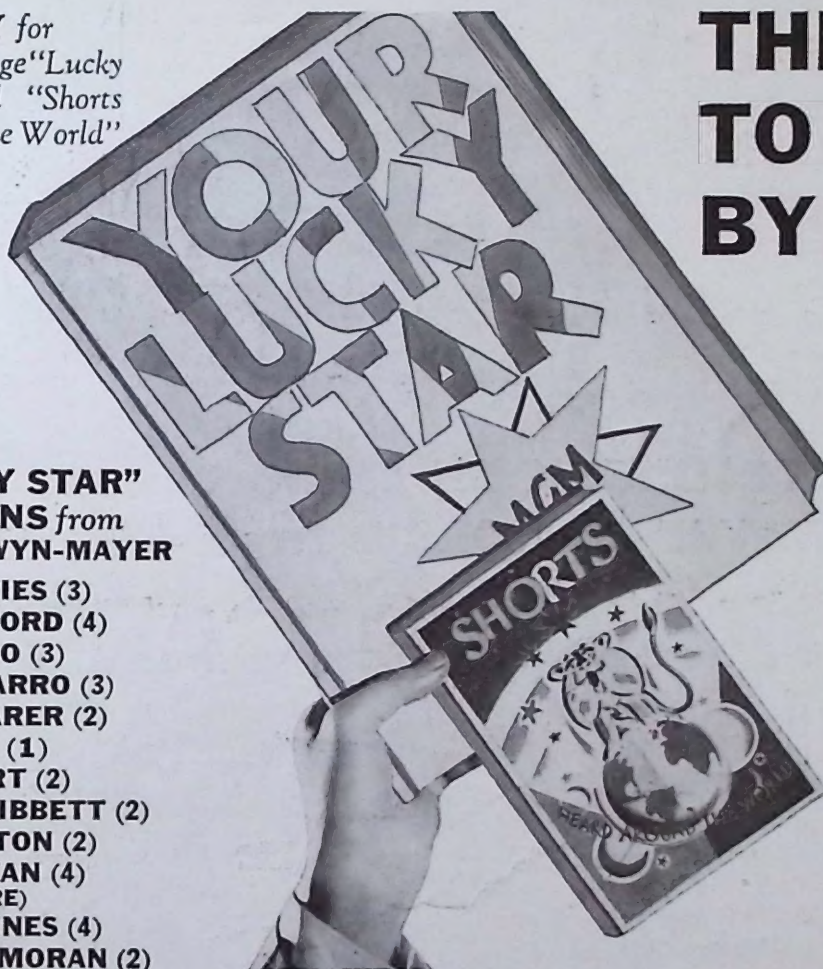
June 21st, 1930

450
Write TODAY for
M-G-M's 110 page "Lucky
Star" book and "Shorts
Heard 'Round the World"

THE BOOKS TO BOOK BY!

52 "LUCKY STAR" PRODUCTIONS from METRO-GOLDWYN-MAYER

MARION DAVIES (3)
JOAN CRAWFORD (4)
GRETA GARBO (3)
RAMON NOVARRO (3)
NORMA SHEARER (2)
LON CHANEY (1)
JOHN GILBERT (2)
LAWRENCE TIBBETT (2)
BUSTER KEATON (2)
COSMOPOLITAN (4)
(GRACE MOORE)
WILLIAM HAINES (4)
DRESSLER & MORAN (2)



Lucky Star Productions (20)

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NAUGHTY MARIETTA
BILLY THE KID
TRADER HORN
MADAM SATAN (Cecil DeMille)
DOING THAT THING
TAMPICO
THE CRISIS
MARCH OF TIME
PASSION FLOWER
MONSIEUR LE FOX
DARK STAR
WAR NURSE
THOSE THREE FRENCH GIRLS
BALLYHOO
WORLD'S ILLUSION
DANCE FOOLS DANCE
THE GREAT MEADOW
DIXIE, THE DARK HORSE

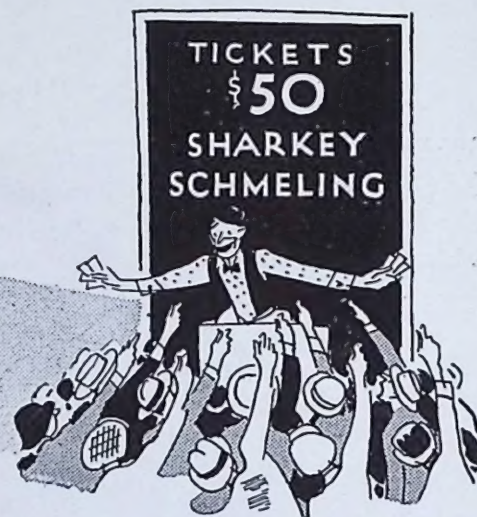
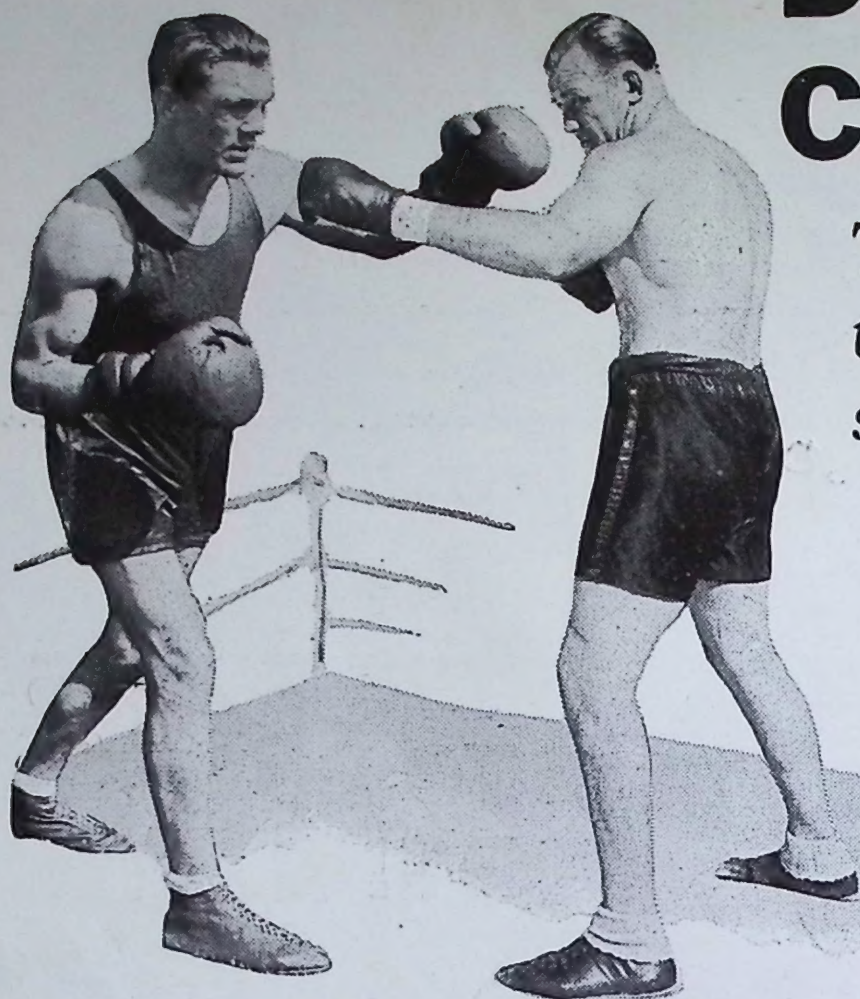
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PUBLISHED BY
CANADIAN MOVING PICTURE DIGEST COMPANY LIMITED
259 SPADINA AVENUE, TORONTO 2

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star names!*



And in picture business, while other companies waver in policy, M-G-M remains

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Let Us Be Gay

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DRESSLER-MORAN

Caught Short

GRETA GARBO

Romance

LON CHANEY TALKS!

The Unholy Three

WILLIAM HAINES

Way Out West

JOAN CRAWFORD

Our Blushing Brides



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RAY LEWIS

Editor and Managing Director

Vol. 22, No. 8

TORONTO 2, CANADA

June 21st, 1930

Have We Talked Too Much?



SOME of us are wondering if in the Industry of Motion Pictures, considering all our new troubles, we have "Talked Too Much."

My memory goes back two years ago, to an interview with one of our big men, in respect to foreign trade; and what the Industry was doing to take care of this market.

It appears that business was so good on the American continent, that the foreign angle was not a "worry," over which anyone wished to be worried, in fact this representative, to whom we were talking, stated that the demand for Installation and Talking Pictures was so great, that it would take all his company's energies to fill its orders.

Installation was not going over in Great Britain, or on the Continent, in fact some countries had legislated against it, on request of their theatreowners.

During our conversation, your editor had the temerity to stress the possible advantage which might be derived in keeping the silent picture still alive, on account of the foreign market, but not only were we informed that the silent picture was dead, forever and forever, but that pictures in English would do.

A suggestion was also broached involving the "Jaydee" Williams, London Plan, whereby American Interests co-operated, and multi-lingual pictures would be produced in co-operation with France, with Germany, Italy, Spain, in fact all those countries in which the American film had established its market.

The Equipment angle by way of affiliation was also suggested as a means of satisfying foreign manufacturers, but unfortunately, our Industry has a disposition "never to cross a bridge" until it comes to the bridge.

Our Industry will spend thousands in an endeavor to heal a breach, but only a few, a very few are wise enough to consider the prevention angle.

We have often wondered why we function this way. Is it the Showman's optimism that makes us believe that we will always succeed in getting what we want, or is it a lack of good judgment?

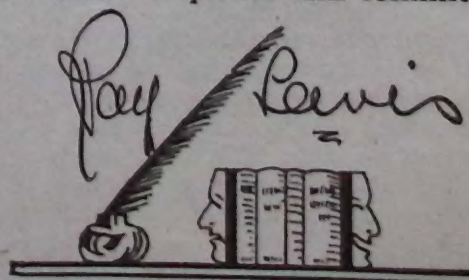
This Industry has killed the Silent Film. It has made no preparation, by way of reciprocal film trade relations with the British Empire, with Europe generally, to prevent this Anti-American Talking Film agitation with its subsequent taxation and legislation.

It has disregarded, in its desire to hold control of the Film Trade, the national public interest of each nation in this matter; and to-day the American Film Industry finds its foreign trade seriously jeopardized.

Great Britain is talking about a 50% Quota. Australia has placed a tax of 35% on the gross film income in its country. Germany has its Quota regulation. Patent litigation in Europe is plentiful, while France, Italy, talk legislation.

Premier Ramsay MacDonald of England has formed a special film committee to consider the film question.

Is it not about time that the American Film Industry assembled a committee with an international trade film vision on this question, and let some of the other nations cut a slice of the picture melon which it has so long exclusively enjoyed?



ROLL



RAY LEWIS

PRESENTS

VALHALLA, the abode of the Vikings, Warrior-Kings, who having achieved the purpose of their life, boarded their Ships of Flame and sailed to the Abode of the Blessed.

Shall the Motion Picture Industry see its Warrior-Kings, entering their glittering Rolls-Royces, and speeding towards the Valhalla of their retirement? Will their Valhalla be the playgrounds of Europe, a castle in Florida; where a real old-fashioned game of poker or pin-ochle will be played with renewed gusto, as a reminder of the good old Nickleodeum days when Wall Street had no meaning, and lambs, bears and bulls were only known as animals!

Let us look ahead just ten years, Adolph Zukor, William Fox, Carl Laemmle, Harry Warner, etc., etc., will only be remembered as pioneer-picture men, who made millions for themselves and for others out of Motion Pictures.

Rockefeller and the Radio Corporation of America, together with Radio-Keith-Orpheum are to build a Radio City, from which will radiate "The General Amusements Limited," representing Radio, Television, Motion Pictures, etc., etc. Here we have the first glimpse of what is to come by way of an "Amalgamation of Art and Science," the offspring of which is to be Mechanical Art."

THE MEN who planned General Motors, established a precedent for a Central Control of international circumference, governing motor transportation with all its accessories, auxiliaries and ramifications.

The men "behind the throne" of our Motion Picture Industry are making similar plans in respect to Radio and Motion Pictures.

The scheme is so unlike what we term Show Business, that our Showmen cannot see it, nor can they fit into it, besides it is hard to teach these veterans "new tricks" particularly hard, since they possess a few real millions of their own; and a million or two always gets in the way of "taking orders."

Incidentally, it appears that our Showmen have permitted Motion Pictures to really get away from them through the lure of Wall St., and this path, narrow, if not so straight, has proved a labyrinth from which they cannot escape.

Ten years ago, our Showmen were still talking Motion Pictures; today they are talking a Wall St. language, but ten years is too short a period in which to acquire the poise of Wall St.

Ten years ago, our Showmen were writing ciphers on table cloths, in restaurants, it was their crest and the insignia by which waiters knew them.

Wall Street has always used a tape and a blackboard for its figures.

TEN YEARS AGO our producer-distributors were classified in comparison with each other; and the big men stood out from those who were only clever enough to appear cleverer than exhibitors.

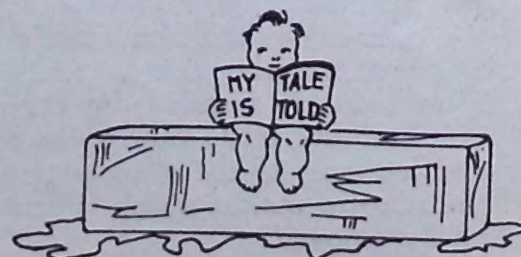
But the Wall Street coterie have been reading the tape ever since they learned to read. Some have fathers and grandfathers from which they inherited a Wall Street, or a Finance complex. Show business, to these men, is no different than Radio, or Victrolas, or roller-skating.

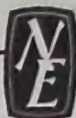
They look upon our Show Business Perspiration, and quote, "The mountain labored, and forth came a mouse," and partly they are right, but partly they are wrong, for there is an Art in Entertainment, in Showmanship, and it took a Barnum to give us a Jenny Lind, a Morris Gest to give this continent an Eleanor Duse, "The Miracle," a Frohman to give us a galaxy of stars, making histrionic history; and bringing down to our age of No Time and No Space the Art of Garrick, Cushman, of Booth, Barrett, Keane, "The Divine Rachel"—Bernhardt, Modjeska, Davenport, Mary Anderson, Mrs. Fiske, Mrs. Patrick Campbell, the Drews, the Barrymores, Marlowe, Richard Mansfield, etc., etc., an Argosy of Thespian memories.

It took a Zukor, a Fox, a Laemmle, a Schenck, a Warner, etc., etc., to give us a real Art in Motion Pictures, classics of the silent screen, some of which will remain immortalized upon the screen of human endeavor, as are the Arts of all civilizations.

It will be interesting when "the slate" is wiped clean of the "old influences" to see what the "new Slate," bred to talk and juggle finance, will do with the World of Entertainment; and equally interesting to follow our Showmen to their Valhalla, if only to see what their conception of heaven will be.

ONE THING appears certain, there will be a projection room, a machine and a "can of film;" and if only we can get an exhibitor there, with no producer-distributor affiliations, our Showmen will be able to sell this exhibitor their "can of film," and who will be able to judge the magnitude of such a heaven!

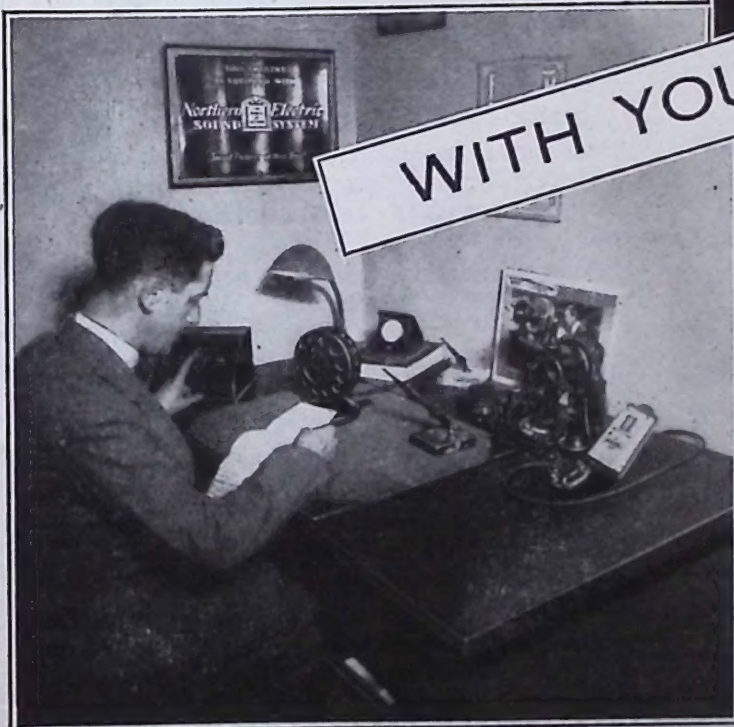




A PERSONAL CONTACT



WITH YOUR AUDIENCE



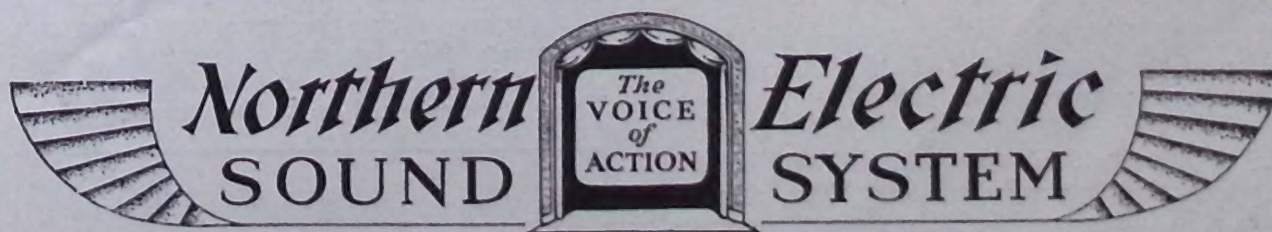
THROUGH the Northern Electric Announcing System you can talk to your audience at anytime. It proves a valuable addition to the Northern Electric Sound System, for announcing elections, sporting events—and in emergencies.

Only theatres equipped with Northern Electric Sound System can have the Announcing System added.

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WESTERN ELECTRIC IN U. S. A.

Observations



By The Editor

HIGH TREASON," a Gaumont British feature, is an unusually splendid production. Marvellously well produced from a photographic and technical viewpoint. The story is original, the mechanical angle reminiscent of "Metropolis." There is a bigness about the settings. The RCA recording reproduction perfect, so is the work of the players in their interpretations and in the quality of their voices and English.

AT LAST Torontonians are having an opportunity to see and hear Norma Shearer in one of her very best pictures for Metro-Goldwyn-Mayer, "The Divorcee," which has added considerably to the stature of Norma's fame! "The Divorcee" opened at Loew's Theatre, Toronto, Monday, June 23rd.

SIDNEY R. KENT sounds a warning that chain theatre operation can be "made dangerous, unless," states Mr. Kent, "we, through the personality, the friendliness, the willingness to work in community betterment of our representative, our theatre manager, is manifest in that community."

Mr. Kent was addressing a division of executives of Fox West Coast Theatres, at their convention at Hollywood.

MR. KENT speaks about "humanizing a company" and this applies to the position of the Independent theatre owner, who should have this "humanizing element" extended toward him, for he is imbedded in the very roots of the community, of which he is a part.

Mr. Kent emphasizes the "grave mistake" of "arrogance," which means the "Take it or leave it," and the "give me your theatre and get out" attitudes which Circuit Theatre officials oftentimes adopt towards their Independent competitors.

AS we grow, we of circuit operation," states Mr. Kent, "the temptation of arrogance grows with us. This is a grave mistake. Let us be humble. Let us be grateful and thankful, because in this lies our salvation, in arrogance lies our damnation."

"Use your power wisely, because you are big, you must be tolerant."

THIS advice is same in any country, but especially in those countries, where American Film control is considered a foreign monopoly.

CANADIAN THEATRE OWNERS are under the protection of the Government, which is interested in keeping these theatreowners in business.

THE U.S. producer-distributors will do well in any effort which they make to see that these theatreowners remain in business. We do not want one company monopolizing Canada; and any effort made to put any producer-distributor or Independent theatreowner out of business here will be investigated and ample and sufficient protection to those producers and exhibitors forthcoming.

WE LEARN that Mr. Lloyd C. Pearson who is known to a large number of exhibitors in Canada as Manager of the Theatre Contract Division of the Northern Electric Company's Research Products Sales Department, has been transferred to the sales staff as special assistant to Mr. B. C. Lewis, Theatre Sales Manager.

To Mr. Pearson on a trip to Northern Quebec recently fell the honour of securing a contract from the Crescent Theatre of Timiskaming, with only 240 seats. It is believed that this is the smallest theatre on this continent to be completely equipped with a complete sound system. The audiences of the present theatre are drawn largely from the employees of the Pulp & Paper Company there.

Recent Installations Made By Perkins Electric Company

The Perkins Electric Company Limited, Toronto branch, report the sale of the following new equipment during the past month:

Large size Walker screens have been sold to Main Theatre, Hamilton; Town Hall Theatre, Harriston; Laurier Theatre, Hull, Que.; Aster Theatre, Toronto; Sterling Theatre, Hamilton.

Transverters have been sold to Main Theatre, Hamilton; Model Theatre, Toronto; Rialto Theatre, Toronto; Empire Theatre, New Liskeard; Empire Theatre, Ansonville.

Ilex projection lens have been sold to the Model Theatre, Toronto; Laurier Theatre, Hull; Town Hall Theatre, Harriston; Princess Theatre, Woodstock; Empire Theatre, New Liskeard; Empire Theatre, Ansonville; Main Theatre, Hamilton; Lyric Theatre, Hamilton; Capitol Theatre, Barrie.

Morelite Improved Super Reflector lamps have been sold to the Model Theatre, Toronto; Rialto Theatre, Toronto; Main Theatre, Hamilton; Empire Theatre, New Liskeard; Empire Theatre, Ansonville; Capitol Theatre, Barrie; Dreamland Theatre, Barrie.

The Perkins Electric Company Limited, Montreal and Winnipeg offices, have also installed large size Walker screens and Ilex dual-focal lens in a number of theatres in their territory.

The Perkins Company state that their policy of quality equipment only never was more important from the exhibitor's view-point than at the present time. Equipment types are changing and new items appearing on the market daily but this company is keeping up with the march of progress and installations made by Perkins Electric are as usual up to the minute.

POSITION WANTED

Projectionist—Thoroughly experienced, all types equipment, RCA and Western Electric Sound. Guarantee Results. Married. Available at once.

BOX 7—CANADIAN MOVING PICTURE DIGEST

Canadian Theatre Owners ATTENTION

Write Box 10, Canadian Moving Picture Digest before you enter into any arrangement for the purchase of your theatre.

We have an offer which will meet the best offer you can get for a theatre affiliation, a business partnership where you still remain an Independent Theatre Owner ---Product Protection and at profit-making prices for you as an exhibitor and for the distributor.

Let us hear from you quick and we do the rest. Remember it will cost you nothing to inquire.

Address all communications---

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Canadian Moving Picture Digest**

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MOTIOGRAPH MODEL H MECHANISMS--

The ideal mechanism for your Sound Equipment. Large sturdy gears, ball bearing movement, long, smooth bronze bearings, silent, simple, efficient — and with the patented cylindrical ball bearing shutter that cuts 66% of the heat from the film and gives 20% more light!

MOTIOGRAPH LOW INTENSITY REFLECTOR ARCS--

The lamp built like a lathe with heavy bed and covered feed screw. Motor drive outside the housing. Full 16" carbon trim. In either ellipsoidal type or spherical with condenser type. Sturdy, fool proof, efficient and acknowledged as the finest lamp on the market.

VOCALITE SOUND SCREEN--

The one and only Glass Bead screen that reflects maximum light to the audience, that only holds back 1% of the sound from the speakers behind it — and the only screen in existence that gives perfect rendition of true colors on colored films.

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T W E N T Y



CARL LAEMMLE

UNIVERSAL will make twenty big pictures this year—each picture aimed at the first run theatres because what is good for the best is good enough for anybody. That is Universal's new policy, framed with but one object in view—a determination to place UNIVERSAL FIRST!

—Carl Laemmle



CARL LAEMMLE, JR.

ALL QUIET ON THE WESTERN FRONT

The box-office history-maker everywhere. Acclaimed by the greatest newspaper critics in the country as the picture supreme. Hailed by showmen as the smash box-office success of all time. Now playing \$2 runs in principal cities throughout the country.

• G Y P S Y • LOVE SONG

Romantic, golden-voiced JOHN BOLES. Firey Lupe Velez. Gorgeous Jeanette Loff in a flaming story by the prince of love story writers, Konrad Bercovici.

C Z A R OF BROADWAY

JOHN WRAY, the "Himmelstoss" of "Western Front," BETTY COMPTON and JOHN HARRON in a picture which Welford Beaton says, in the *Financial Spectator*, "best underworld picture ever viewed."

CAPTAIN OF THE GUARD

LAURA LA PLANTE and JOHN BOLES in the flaming romance inspired by "La Marseillaise." Smashed its way to a second week at the Roxy during Lent. Getting big money for exhibitors throughout the country.

• L I T T L E • ACCIDENT

ANITA PAGE and DOUGLAS FAIRBANKS, Jr., featured in a daring and hilarious adaptation from the outstanding Broadway success. Directed by William James Craft.

The OREGON • T R A I L

The first outdoor talking epic with a real all-star cast, dramatized and pictured with the same skill and care as given Quiet on the Western Front.

EAST is WEST

LUPE VELEZ in the role that overnight made Fay Bainter the most talked of stage star on Broadway. From the play by Samuel Shipman and John B. Hymer.

2 JOHN MURRAY ANDERSON P R O D U C T I O N S

Two musical marvels from the man who conceived and directed "King of Jazz." Watch for the announcements of the titles. They're BIG.

KING of JAZZ PAUL WHITEMAN and BAN

Once in a lifetime a show like this. Everywhere went wild over it. JOHN BOLES singing the day's two big hits, JEANIE LANG and hundreds of others. Spicy, intimate comedy. Best ever heard. GREAT, says everybody.

U N I V E R S A L

BIG PICTURES

THE WHITE HELL OF RITZ PALU

The Tinee of the Chicago Tribune rates this a four-star picture. It is—and then some. Marvelous, unique thrills and drama tagged midst icy mountain-tops.

THE LOVE CAVALIER

JOHN BOLES and JEANETTE LOFF in a colorful romantic operetta that will have them fighting for seats. Bright, modern, sophisticated. Directed by John Robertson.

RESURRECTION

This immortal story by Count Leo Tolstoy will be dramatized and directed by EDWIN CAREWE, by arrangement with Inspiration Pictures. Cast probably headed by JOHN BOLES, Lupe Velez.

THE COHENS AND KELLYS IN IRELAND

Like something new you crave. Cohen and Kelly in a musical farce staged in the land of shamrocks and shillelahs. The biggest laugh you've ever had.

THE BOUDOIR DIPLOMAT

Made from the sophisticated comedy smash stage hit by Rudolf Lothar and Fritz Gottwald. A spicy, red-hot comedy directed by William Wyler.

THE LADY SURRENDERS

Another sensational social drama made from "Sincerity," the first modern novel from the brilliant pen of John Erskine, author of "Helen of Troy"

STRICTLY DISHONORABLE

New York's outstanding stage hit of the season, now ending its first big year at the Avon Theatre. Bound to be an even more smashing hit as a picture.

OURANG

A startling dramatic romance filmed in the wilds of Borneo, where the big enemy of white men and natives is the ferocious ourang-utan. Filmed under supervision of Harry Garson.

SEQUEL TO ALL QUIET ON THE WESTERN FRONT

ERICH MARIA REMARQUE'S sequel to the book that made the whole world gasp will be published serially by Collier's WEEKLY—and shortly thereafter will be made into a great talking picture.

• SAINT • JOHNSON

LEWIS AYRES and JOHN WRAY, of "All Quiet" fame, in a dramatization of W. R. Burnett's sardonic and swift novel of the west. A big book destined to become a big picture.

OUTSIDE THE LAW

MARY NOLAN, EDWARD G. ROBINSON, OWEN MOORE and many others in one of the greatest screen melodramas of all time. Produced as a smashing talking picture by the originator, TOD BROWNING.

Short Productions

CHARLIE MURRAY—SIDNEY

The world's most famous comedy team in 10 TWO REEL TALKING PRODUCTIONS. Directed by NAT ROSS.

OSWALD

The Lucky Rabbit, in 36 ONE-REEL CARTOON COMEDIES. New music. New effects. New eggs. New laughs.

LEATHER PUSHERS

10 TWO-REEL TALKING PRODUCTIONS—The series that brought Reginald Denny to fame produced as talking, action comedies.

FANNY

Fanny, the Funny Mule, in 13 ONE-REEL CARTOON COMEDIES. A new pal to Oswald—and just as hilarious.

STRANGE AS IT SEEMS

13 ONE-REEL COLOR NOVELTIES, bringing to your screen all strange and true things of the world.

GRAHAM McNAMEE

Broadcasting as the TALKING REPORTER for

UNIVERSAL'S TALKING NEWS REEL

FIRST 1930—31

Lord Lee Denies American Control of Gaumont British

EXHIBITORS in Canada are being "rounded up" for control, but these exhibitors are being advised to hold on to their theatres, because the situation in respect to them, and the minority shareholders of Famous-Players, is different.

The Independent theatre-owner owns his theatre; and there are no directors who can sell him out.

The Government is watching developments here through several channels; and any action taken by any company to establish a further Monopoly in Canada will only furnish evidence to help those who are determined not to permit the Canadian Moving Picture Industry to pass to the control of one American Film Company.

BOX 10 of The Digest, which we have investigated, has a proposition for the Independent Theatreowners which will protect their Independence and their interests.

You have read the various statements made in connection with the control of Gaumont British; and the audacity of those who were responsible for "scaring" the Canadian Investors, the Minority Shareholders, out.

HERE is a definite statement from Lord Lee, of Fareham, Permanent Chairman of the Metropolis and Bradford Trust Company, Limited, which should give those responsible for turning down the \$75.00 cash a share offer some sense of responsibility as to the liability of their action; and the allegations which they made in respect to the Gaumont British Company.

Lord Lee's statement is as follows (*Lord Lee refers to the control of Gaumont British Films by Fox Films of New York*): "There's no truth in this statement which is sufficiently disproved by the fact that the Metropolis and Bradford Trust Company, Limited, of which I am permanent chairman, owns in its own right over three million of the five million ordinary shares of Gaumont British, thus holding control by a substantial voting majority. Moreover the constitution of the Metropolis Company and my appointment as chairman were especially designed to ensure and preserve British control. There's no intention of surrendering this control to any foreign interest."

New Theatre, Galt

A new Famous Players house opened at Galt, Ont., and officers from Toronto headquarters, including Jack Arthur attended the opening.

Capitol, Grand Prairie

The new Capitol at Grand Prairie, Alta., opened recently, revealing itself as a well-equipped, modern Talking theatre, possessing much beauty by way of investiture.

Tivoli, Toronto, Cool As Ocean Breezes

Tom Daley is again smiling, no, not on account of the good stuff he arranges in his Daley Topics, but on account of the new Ten Thousand Dollar cooling plant, which makes the Tivoli as cool as an ocean breeze. Incidentally, but of interest, "Journey's End," the Gaumont-Tiffany plays a return engagement at the Tivoli next week, by popular request.

ILEX F:2.5 Projection Lenses

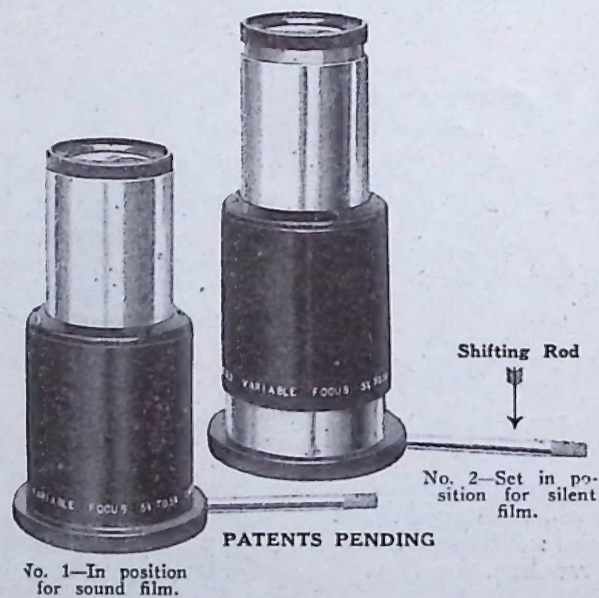
Assure Maximum Projection Efficiency

**Greater Sharpness -
Greater Brilliancy**

Comparative test with any other make will prove their superiority.

Now furnished in two Series--

The Standard Ilex F:2.5 equipped with adjustable mechanism permitting the exact screen covering desired, within its focal range.



The Ilex F:2.5 Dual Focus type with which it is possible to maintain the same size screen covering when running sound-on-film as is obtained with silent film or disk—

The superior optical qualities of the Standard Ilex maintained in both positions of the Ilex Dual Focus.

*Inject into your screen that
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alone can give.*

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TORONTO MONTREAL WINNIPEG

Mrs. Joshua Smith ***In Federal Election***

MRS. JOSHUA SMITH, known to the Film Trade as Ray Lewis, is a candidate in the coming election, seeking the nomination as representative of West Centre riding, Toronto, in the coming Federal Election which takes place July 28th.

Miss Lewis (or Mrs. Joshua Smith) is on the Liberal-Conservative ticket, and should she succeed in securing the nomination, would become a member of Parliament representing her riding in the Federal Government.

This information, in answer to several inquiries, as to what legislative representation Miss Lewis is seeking. May The Digest take this opportunity, on behalf of Miss Lewis, of thanking her many friends in the Motion Picture Industry for their good wishes in the coming campaign.

"Yes, I am in politics and there to stay," states Miss Lewis. "My friends in the Industry know me sufficiently to recognize that I can serve the people, whom I am seeking to represent, unselfishly, constructively and in their interests. If I succeed in securing a seat in the House of Commons at Ottawa, I will have the distinction of being the first woman the Liberal-Conservative Party has placed there."

THE POLICIES of the Liberal-Conservative Party, which has steadfastly been concerned with the development of Canada as a nation, is in attune with the Editorial vision of the Canadian Moving Picture Digest which has ever sought to safeguard and protect the interests of Independent Film Enterprise in Canada, for The Digest has always believed and preached the Gospel of Canada, realizing and sensing with the Liberal-Conservative Party, its potentialities, and its greatness, with plans that would open up all its avenues of commerce, a trans-Canada highway, with plans for making the St. Lawrence waterway one of the world's famed navigable waters, and policies whereby Canada could prosperously support ten times the population which it has at the present time.

The policies of the Liberal-Conservative Party are Canadian and British. They embrace the completion of the Hudson Bay route, provision for a Peace River outlet to the Pacific Coast. The opening of harbors at ports on Atlantic and Pacific coasts, together with storage facilities.

It was the Liberal-Conservative Party which steered Canada through the four years of the war, gaining for Canada not only Empire, but world recognition. It was Canada, which revealed to England the potentialities of her Commonwealth of Nations, of which England was the maternal-head; and this accomplishment was attained under the guiding policies of the Liberal-Conservative Party which was then in power."

When Miss Lewis brought the question of maintaining Canadian film independence in Canada before the leader of the Liberal-Conservative Party, the Hon. R. B. Bennett, he was sufficiently Canadian, and interested, to consider the national value of the Canadian screen to Canada, and stated his opinion publicly, on the floor of the House three different times.

"What we need in Canada is progressive protection for this country," states Miss Lewis, "in order that we can develop in accordance with the natural resources which have been given to us. What we need in Canada is a Party which is steadfast in its policies, and knows what it wants and how to get its objective. The Liberal-Conservative Party, ever since the Confederation of Canada, with Sir John A. MacDonald as the first Prime

Minister of Canada, has never swerved from its Canadian and Empire policies. It was this knowing what it wanted, and the ability to accomplish, which made the Confederation of Canada possible, that introduced the British-North America Act, protecting minorities; and this policy which brought into confederation the prairie and western provinces. Those of you in Canada who have had an opportunity to listen to the Honourable R. B. Bennett's concise and illuminating statements, in various cities in the Dominion, cannot but feel, that in this type of a leader, we have the formation of a government which will be truly representative of the people and function for their welfare, fearlessly and progressively."

"Those of us who live in the Province of Ontario and have witnessed the growth of this province, which is under a Liberal-Conservative Government, realize in actions, and not in words, what the Liberal-Conservative Party are doing, and will do for the welfare of the people, should this government be extended across Canada."

Miss Lewis was asked if politics interested her as much as Motion Pictures, and if she would put as much zeal into her political alliance, as she has put into the Motion Picture Industry. In reply, all Miss Lewis said was, "Watch me."

James McGrath, Manager ***Coliseum, Victoria, B.C.***

JAMES McGRATH has recently taken over the management of the Coliseum Theatre, on Government St., Victoria, B.C.

This theatre used to be the old Pantages. "The latest and best Sound apparatus, which in a theatre especially built for Sound, is heard here to the greatest advantage," states Mr. McGrath.

Mr. McGrath came to Canada last October as stage director and producer for Gordon McLeod and during that period played in Edgar Wallace's thriller, "The Ringer" at the Royal Alexandra, Toronto.

At the conclusion of a sixteen weeks' tour, the company played a stock season at the Royal Victoria, B.C.

Several of the members of the company have left for Hollywood and others returned to England.

Mr. McGrath is the only member of the company, who remained in Canada, having had considerable experience in theatre management in the Orient and particularly in India.

It is interesting to note that Mr. McGrath was in India, managing theatres there, during the period, His Excellency, Lord Willingdon, Governor-General of Canada, was Governor of Bombay!

"King of Jazz" Is ***Prince of Entertainment***

Universal's "King of Jazz" with Paul Whiteman is coming to the Uptown. Your editor saw it at a preview showing; and must declare it "a prince of a good picture." The immensity of the sets and their presentation reminds one of the old days when the Hippodrome shows in New York were on such a colossal scale.

"King of Jazz" is royal entertainment with which every exhibitor will agree when he gets an opportunity to look this Universal Titian over, as for the public, well, they will do your theatre publicity for you, for quality is here and it is the kind of quality which makes box-offices talk.

The British Producers Ltd. Finish Canadian Feature

THE BRITISH PRODUCERS LTD., of Victoria, B.C., have finished their first all-Canadian feature of which Mr. D. Flintoff, the president of the company, states, "You may possibly be interested to hear that we have just completed shooting our first picture, a 100% Canadian in every sense of the word. I have every confidence that our work has been successful; and we should like to feel that you as a representative of the Canadian Moving Picture publication wished us well in our sincere endeavors to promote an honest-to-goodness industry here."

We congratulate Mr. Flintoff and the British Producers, Ltd., on the completion of their first Canadian picture; and assure him and his company that Canadian Film production is always of the keenest interest to us, as is also the permanent establishment of a Canadian Film Industry.

Victoria, B.C., has an ideal climate for the production of Motion Pictures. They tell us that Canada can even grow oranges in British Columbia, the said fruitage having always been reported as foreign to our Canadian soil, as is also said of the production of Motion Pictures.

Perhaps we, as Canadians, and the United States, together with the world at large, fail to comprehend that Canada has the natural resources, and climate to grow and make everything and anything. We stand now in sixth place in Trade; and incidentally we are a part of an Empire which has a population of four hundred and fifty millions of people. That looks like a pretty good market for which to produce, not only Motion Pictures, but many things.

"THE KING OF JAZZ," Universal's Colossus of Entertainment, will open at the Uptown Theatre, Toronto, Friday, June 27th. Torontonians will have a vista of such a magnitude covered by entertainment, that they will be prone to exclaim "What next?"

New Liskeard Theatre For Timmins, Ont.

The New Liskeard Theatre, which recently opened at Timmins, Ont., is being referred to by the press as "The Pride of the North." The Mascoli Bros., who own the theatre, have invested \$50,000 in this theatrical venture. Mr. Harry Eve, of the Northern Electric, has installed two Simplex machines, presenting the very latest equipment in Talking apparatus and which allow for a continuous service. The decorative scheme is said to be particularly attractive.

Two Reel Canadian Features at Trenton

The Trenton studio is again to resume activities with the formation of a new company to be known as the Canadian Motion Picture Company.

Talking two-reelers will be produced under the directorship of Len Humphries, formerly with the Canadian International Films.

POSITION WANTED

Experienced Manager, open for engagement. Will go anywhere. Thoroughly experienced on all makes sound equipment.

BOX 12—CANADIAN MOVING PICTURE DIGEST

POSITION WANTED

Thoroughly experienced Operator, sound equipment, desires immediate position.

BOX 11—CANADIAN MOVING PICTURE DIGEST

After you have read all the advertisements

REMEMBER THAT

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Install Only the Fire-Resisting

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Why?

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For All Around Results

"IT CAN'T BE BEAT."

Large Size Walker Screens Are Now Being Installed In Many Canadian Theatres

Distributed in Canada By

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TORONTO

MONTREAL

WINNIPEG



Show Business



The Saskatchewan Government has appointed Major A. D. Gordon, O.B.E., as provincial film censor with headquarters in Winnipeg where he reviews all pictures in conjunction with the Manitoba Provincial Board. Major Gordon served in the Great War, is a former editor of Prince Albert, Sask., and was formerly secretary of the Board of Trade.

RCA Photophone, Inc., subsidiary of the Radio Corporation of America, has appointed Electric Limited, 366 Mayor Street, Montreal, as its distributor for Eastern Canada.

Although the annual convention of Eastern Managers of Famous Players Canadian Corp. was slated to be held in Montreal this summer, it is now intimated that the gathering will again take place at Niagara Falls, Ontario, where large city attractions will not be an influence upon the several hundred delegates.

Exhibitors of Western Canada are on the lookout for a man who has been posing as the son of P. J. Nolan, president of the Nolan Theatre Enterprises, operating three theatres in Ottawa. The impostor attempted to sell theatre equipment in Winnipeg and tried several methods of obtaining money without success.

A singular spectacle presented itself in Ottawa, the Canadian Capitol, recently, when a caravan of sound trucks set out for King'smere, the mountain retreat of Right Hon. W. L. Mackenzie King, Prime Minister of Canada, in the Gatineau region North of Ottawa. It was the most imposing fleet of talking topical trucks yet to be seen in the Dominion, comprising the Fox, Pathe, Paramount and Hearst Metrotone News transports. Heading the expedition was Manager Joe Franklin of B. F. Keith's Theatre, Ottawa, who was instrumental in arranging for the film invasion of Premier King's domain for the combined interview just prior to the premier's departure for the speaking tour of the country for the elections July 28. Incidentally, the news cameramen saw some of the scenic grandeur of the Gatineau Mountains but it wasn't scenery they were after.

The film rental market in Canada has taken a flop, according to general reports in Toronto and Montreal, two of the leading film exchange centres of the Dominion. Film prices for leading talkies, particularly for second and third runs, have eased off appreciably in recent weeks while rentals for short subjects and news weeklies have also dropped. Independent exhibitors assert that the price of talking features is down one third, generally speaking. It is intimated that prices have slumped for the summer but proprietors of small houses see a ray of increased hope for the future in the current trend.

The new civic executive committee of Montreal has instituted a Sunday closing drive and initial raids resulted in 33 prosecutions, these being stores and news stands. Intimation has been made that theatres will receive attention within the near future.

(Special to Digest from Winnipeg)

The desirability of more film showing Canadian life and events at the motion picture theatres has received the special attention of the Ontario Government. With the advent of the sound news reels, the scenes were exclusively those of the United States and many of them decidedly local in character. Requests were made by the Ontario Board of Censors for more British and Canadian items in the news films. When this brought no results, notice was given that after April 1, of this year, news reels not containing from 20 to 30 per cent. of British and Canadian items, would not be approved. This has brought better results.

The Manitoba Free Press of Winnipeg, commenting on this action, said in a recent editorial, "The influence of the motion pictures which are constantly attended by so many thousands of Canadians from coast to coast, is bound to be very considerable in the conveying of ideas and impressions. Canadians have too much national feeling and too much spirit to be content to view news films, an overwhelming proportion of which portray events in another country, and in which their own country is too much ignored. Some Canadian news reels are shown but there is room for a great improvement in this regard.

"Government action may be warranted, and the public can also exert an influence by showing their appreciation of films showing Canadian scenes and by voicing their desire for more of them. The production and display of news reels is purely a business and is governed by the same considerations as other businesses. The aim is to obtain revenue and profit by attracting people to these pictures. If the people are to be attracted in great numbers, strict regard must be had for what they want and for special desires and preferences. If Canadians had a sufficiently strong desire and gave expression to it to see their own country portrayed to a greater extent in the movies, there would undoubtedly be an improvement in the present situation. Canadians will get what they are willing to take."

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Everything in good condition.

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Round About the Studios

"The Sea God," George Abbott's second directorial undertaking for Paramount, has gone into production on an island in the Pacific Ocean. Richard Arlen has the stellar role, supported by Fay Wray and Eugene Pallette.

Lee Moran, featured comedian in "Pardon My Gun," new Pathe Western with music, originally came to California as the dance team-mate of Lon Chaney.

Alice White and Marshall Neilan join Columbia's array of prominent names this week, when shooting starts on "Sweethearts on Parade," under Neilan's direction, with Miss White heading a prominent cast. This is one of the few remaining special productions on the company's current season program. Al Christie is producing.

Simultaneously with the completion of his role in "Hell's Island," Columbia's sensational roadshow production, Jack Holt was signed on a new long term contract, which calls for his exclusive services to the company.

Universal will re-make "Merry Go Round" as a musical drama, starring John Boles with Jeanette Loff. The first musical composition, entitled "Merry Go Round," has been composed by Lou Handman with words by Bernie Grossman. Four other songs will be interpolated.

"Right back where I started from," observed Jim Tully as he surveyed the clothes he wears for his tramp-sailor role with John Gilbert in "Way for a Sailor," being directed by Sam Wood for Metro-Goldwyn-Mayer. It is the author's first acting job.

Henry Ladd has been signed to assist Pearl Eaton in the presentation of the military drill dances in "Leathernecking," Radio Pictures' musical romance.

J. L. Warner, vice-president in charge of production for Warner Bros. announces that he has signed David Torrence for a featured role in "River's End." Alec B. Francis has also been assigned to a part in "Outward Bound," while John St. Polis will appear in "A Gay Caballero."

Hobart Bosworth has been signed by Fox Films to portray the role of "Z-Four," an inventor, in "Just Imagine," a musical romance written by DeSylva, Brown & Henderson. Maureen O'Sullivan and Frank Albertson will provide the love interest in the new DeSylva, Brown and Henderson picture to be directed by David Butler.

Two Mack Sennett Talking Comedies; two Paul Terry-Toons, and two issues weekly of Kinograms Newsreel, will be released by Educational during the month of July.

Rube Goldberg quit funning long enough to give serious consideration to finding a juvenile lead for "Soup to Nuts," his original screen story. His final choice was Stanley Smith, the tall, blue eyed, light haired juvenile who played opposite Nancy Carroll in "Sweetie" and "Honey" and will be seen soon in "Queen High." Stanley has become one of the leading singing and dancing juveniles of the audible screen since his debut in "Sophomore."

Margaret Adams, one of Carl Laemmle, Jr.'s discoveries on his last trip east, resigned from "Three Little Girls" Saturday and entrained for Universal City. She has a gorgeous voice, a beautiful face and figure and a limitless future on the screen, in the opinion of her discoverer.

George Houston, baritone of the American Opera Company, who recently toured in the leading role of "New Moon," has been given a long-term contract by Metro-Goldwyn-Mayer.

Anna Marie Frey, German stage actress who starred with companies in Dresden and Koenigsburg and played engagements in some of the German theatres of New York City, has been added to the cast of the German version of Molnar's "Olympia," now being produced at the Metro-Goldwyn-Mayer studio.



A colorful novelty number from Metro-Goldwyn-Mayer's spectacular new musical production, "March of Time," a 1930-1931 special.

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Pathe Presents These Outstanding
Productions as Your One Best
Booking Bet for Next Season!

Pathe's 20 Better Features for 1930-31

"BEYOND VICTORY"

A World War Epic, that will be a sensation, with all star cast.

"THE SIREN SONG"

Starring Miss Mary Lewis, the world famous prima donna.

"NIGHT WORK"

A roaring comedy featuring the inimitable Eddie Quillan.

"I TAKE THIS WOMAN"

An up-to-date adaptation of "Jane Eyre," sensational English novel with Ann Harding.

"THE LAST FRONTIER"

Greatest story of the West — a William Boyd Special.

"HER MAN"

Depicting the perils of love in the great tenderloin district starring Helen Twelvetrees.

"IN DEEP"

Constance Bennett in the story of a good girl who tossed conventions to the winds.

"TAKING THE RAP"

An absorbing inside story of sub-machine guns and gang wars.

"SWING HIGH"

Marvelous circus spectacle with 16 stars. Directed by Joseph Santley.

"HOLIDAY"

Philip Barry's outstanding stage success starring Ann Harding.

"NORTH OF THE YUKON"

A story of the Northwest Mounted Police, with William Boyd.

"ADAM AND EVE"

John Erskine's best selling novel. One of Collier's most successful serials.

"LOOKIN' FOR TROUBLE"

A rollicking story of tomfoolery, featuring Eddie Quillan.

"THE GREATER LOVE"

A poignant play depicting New York life, and starring Ann Harding.

"THE PRICE OF A PARTY"

Depicting the struggles of a plucky working girl, starring Helen Twelvetrees.

"ALL THE WAY"

Constance Bennett in a story of supreme heroism of a woman who goes "all the way."

"THIS MARRIAGE BUSINESS"

The intimate love story of a great industrial leader—from the pen of Josephine Lovett.

"RAWHIDE"

William Boyd enacting to life the romantic figure of a lone westerner.

"ROMANCE HARBOR"

Ann Harding in a story of two young people who try to forget the past.

"LAZY LADY"

Constance Bennett in an amusing story of the girl who likes luxury.

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6 MANHATTAN COMEDIES

Pathe has an option on all of the fun, joy and happiness which make Main Street the greatest joy avenue in the world. Two full reels of laughter — same name as last season's series.

6 MELODY COMEDIES

Nothing like Melody Comedies, which Pathe introduced last season with big successes. Scores of lovely beautiful girls accomplished in the arts of singing, dancing, entertaining — new gags, new jokes.

6 CAMPUS COMEDIES

A series of Rah! Rah! Rah! Comedies chuck full of college humor. There is lots going on in our college outside of the lecture rooms. These Campus Comedies are sure-fire hits!

6 RODEO COMEDIES

Cowgals, tenderfeet, the villain, shootin' and brandin' irons, gallopin' Maud the demon-woman-rider of the plains, buckin' bronchos, ropin', lassoing, hosses! Music, singing, dancing — great stuff!

6 FOLLY COMEDIES

Music, fun and pretty girls. And they've got to be pretty! And they've got to be gay! And they've got to smile and laugh and dance and drive dull care away — same trade name.

8 RAINBOW COMEDIES

When all's said and done what's life without color? And we believe that the humor of life should be colorful, too. So here it is — all pink and cute — and full of fun.

8 WHOOPEE COMEDIES

The younger generation! This glad, gay, fresh youth of ours! Pack all your troubles in that old kit bag and let's make Whoopee. And they sure do in this series.

Distributed in Canada by Regal Films Limited